COMMISSION MAY CAPSIZE ITS OWNERSHIP LIMIT

Possible move seen by Quello, Barrett, Duggan to moderate 30-30 cap

By Harry A. Jessell

The FCC's new radio ownership caps, raised two weeks ago over the protests of key legislators and minority broadcasters, could be coming down.

Two of the five commissioners indicated last week they would be willing to supply two-thirds of the necessary majority to reduce the caps.

"I'm willing to revisit it," said FCC Commissioner James Quello. "I'm willing to come down because of the effect it seems to have had on Congress."

Commissioner Andrew Barrett "would be open" to lowering the caps, said Bob Branson, an aide to the commissioner. "But I doubt he would lead the charge." Barrett abstained from voting on the new caps at the March 12 open meeting, but said he would probably eventually vote against them.

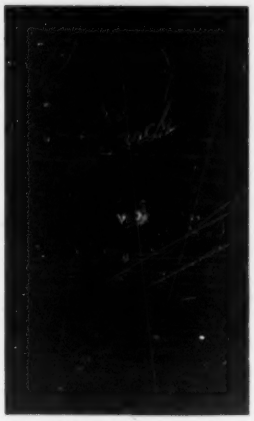
The most likely third vote is that of Commissioner Ervin Duggan, who, like Quello and Barrett, has been an advocate of moderation in revamping the caps. But just two weeks after voting on the new caps, he was not ready to talk about changing them. "The ink isn't dry yet on what was voted," said Michele Farquhar, Duggan's senior aide.

FCC Chairman Alfred Sikes and Commissioner Sherrie Marshall, advocates of liberalizing the rules to the greatest extent possible, feel they have already given plenty of ground in the internal dealmaking that led to the 4-0 vote on the new caps.

An effort to lower the cap would be triggered by a petition for reconsideration of the new caps by one of their many critics.

The new rules permit common ownership of up to 60 stations (30 AM's and 30 FM's) nationwide and up to six

This Week



'Star Search' strip clears 70% of U.S. (p. 22)

NEW RETRANS FEE PROPOSAL / 4

In a surprise move, three key members of the House Judiciary Committee have proposed that cable systems pay broadcasters a 3-cent-per subscriber-per-month retransmission fee.

BIG RADIO AD DROP / 11

National radio revenues fell 19% in February versus a year ago, a reflection, some say, of cautious advertising budgets rather than a shift away from radio. Local sales provided a bright spot: they jumped 4.5%.

STRIP 'SEARCH' / 22

Beating a tough market and tight local schedules, Television Program Enterprises has cleared 70% of the country for a strip version of *Star Search*. Over a quarter of the clearances so far are in prime access.

BASEBALL AD BUYS / 24

As the ad slump continues in the sports marketplace, and with impending competition from the summer Olympics, agency executives expect baseball games will be priced to sell by CBS. At ESPN, sales are reportedly strong for the second quarter.

NO TO CABLE ADS / 36

ABC has joined CBS in banning basic-cable network advertising from its schedule, putting a crimp in the promotional campaigns of some programers.

CAPS OFF TO TV? / 44

The FCC may move next month to do for television what it just did for radio: raise the ownership caps, currently set at 12 TV stations nationally and one per market. The commission's Office of Plans and Policy last summer issued a study recommending elimination of the national and local limits.

PROMOTION'S SLICE / 52

Continuing a decade-long trend, promotion spending outpaced advertising in 1991, but observers disagree over the extent promotions siphon money from TV ad budgets.

SPECIAL REPORT: TECHNOLOGY PREVIEW / 58

The focus of the NAB's upcoming video/audio equipment exhibition will be on the basics—efficiency, flexibility and longevity—with a major emphasis on how even the most exciting new technologies can be used to save money.

RADIO CAPS AND MARKET SHARE / 75

Broadcasters, pleased overall with the FCC's new radio ownership limits, wonder how acquisition caps tied to ratings and listenership, set by the new rules at 25% of a market's audience share, will be played out. One sure thing: the FCC will use Arbitron.

Is spending on promotion taking away dollars from television advertising budgets? Ad executives disagree (p. 52)

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Broadcasting's Ratings Week 5 Mar 9-15

	ABC	CBS	NBC	FOX
MONDAY	13.8/22	16.8/26	12.6/20	
8:00	47. FBI: Untold Str. 11.1/17	11. Evening Shade 16.6/26	24. Fresh Prince 13.5/21	
8:30	47. Amer Detective 11.1/17	6. Major Dad 18.3/28	38. Blossom 11.9/18	
9:00	17. ABC Monday Night Movie—Lethal Weapon 15.2/24	4. Murphy Brown 18.5/28	34. NBC Monday Night Movie—Woman with a Past 12.6/20	
9:30		10. Designg Wmn 16.9/26		
10:00		16. Northern Exposure 15.3/25		
10:30				
TUESDAY	14.9/24	9.8/15	9.5/15	NO PROGRAMING
8:00	9. Full House 17.0/26	41. Rescue: 911 11.7/18	46. In the Heat of the Night 11.2/17	
8:30	3. Home Improvmt 18.7/28			
9:00	2. Roseanne 20.9/32	84. Campaign '92 6.0/9	47. Law and Order 11.1/17	
9:30	5. Coach 18.4/29			
10:00	72. '92 Vote: Super Tuesday 7.3/13	43. Top Cops 11.6/20	81. Decision '92: Super Tuesday 6.1/11	
10:30				
WEDNESDAY	11.8/19	10.7/17	12.9/21	NO PROGRAMING
8:00	31. Wonder Years 12.7/21	66. Davis Rules 8.8/14	13. Unsolved Mysteries 16.0/26	
8:30	27. Doogie Howser 13.2/21	70. Brooklyn Bridge 8.3/13		
9:00	29. The Young Indiana Jones Chronicles 12.0/20	50. Jake and the Fatman 10.8/17	25. Seinfeld 13.3/21	
9:30			44. Night Court 11.5/18	
10:00	58. Homefront 9.5/17	29. 48 Hours 12.0/22	54. Quantum Leap 10.2/18	
10:30				
THURSDAY	10.8/18	10.2/17	12.2/20	11.2/18
8:00	60. Columbo 9.4/15	64. Top Cops 9.0/15	28. Cosby 13.0/21	19. Simpsons 14.2/23
8:30			21. A Diffmt World 13.7/22	62. Drexell's Class 9.3/15
9:00		60. Street Stories 9.4/15	17. Cheers 15.2/24	52. Beverly Hills 90210 10.6/17
9:30			25. Wings 13.3/21	
10:00	21. Primetime Live 13.7/24	36. Knots Landing 12.2/21	64. L.A. Law 9.0/16	
10:30				
FRIDAY	13.5/24	6.4/11	8.4/15	6.0/10
8:00	35. Family Matters 12.3/22	74. Scorch 6.9/13	56. Matlock 9.9/18	72. America's Most Wanted 7.3/13
8:30	36. Step By Step 12.2/21	79. Fish Police 6.3/11		
9:00	45. Baby Talk 11.4/20	78. Tequila and Bonetti 6.5/11	63. I'll Fly Away 9.2/16	91. Hidden Video 4.8/8
9:30	53. Billy 10.3/18			92. Hidden Video 2 4.7/8
10:00	8. 20/20 17.5/32	80. Hearts are Wild 6.2/11	84. Nightmare Cafe 6.0/11	
10:30				
SATURDAY	6.6/12	6.9/13	12.1/23	7.3/14
8:00	89. Capitol Critters 5.4/10	74. Ice Capades 6.9/13	39. Golden Girls 11.8/23	69. Cops 8.6/17
8:30	77. Who's the Boss? 6.7/12		50. Powers That Be 10.8/20	58. Cops 2 9.5/18
9:00	86. Perfect Strang. 5.8/11		21. Empty Nest 13.7/25	87. World's Greatest Stunts III 5.5/10
9:30	81. Growing Pains 6.1/11		31. Nurses 12.7/24	
10:00	71. The Commish 7.8/15	74. Boys of Twilight 6.9/14	41. Bob Hope—Young Comedians 11.7/23	
10:30				
SUNDAY	14.2/23	18.0/29	7.5/12	8.0/13
7:00	66. Life Goes On 8.8/15	1. 60 Minutes 22.8/39	96. Eerie, Indiana 3.4/6	87. True Colors 5.5/10
7:30			95. The Torkelsons 3.5/6	81. Parker Lewis 6.1/10
8:00	14. Am Fun Hme Vid 15.8/25	7. Murder, She Wrote 17.7/28	92. 1st Per: M Shriver 4.7/7	31. In Living Color 12.7/20
8:30	19. Am Fun People 14.2/22			55. Roc 10.0/16
9:00	12. ABC Sunday Night Movie—Columbo: No Time to Die 16.5/27	14. CBS Sunday Movie—Taking Back My Life 15.8/25	57. NBC Sunday Night Movie—Back to the Future 9.6/15	39. Married w/Childn 11.8/18
9:30				68. Herman's Head 8.7/14
10:00				90. Get a Life 5.0/8
10:30				94. Sunday Comics 4.0/7
WEEK'S AVGS	12.3/21	11.6/19	10.6/18	8.1/14
SSN. TO DATE	12.1/20	14.0/23	12.5/20	7.9/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

BROADCASTERS SAY NO TO BASIC CABLE ADS

ABC, CBS and NBC spend $3.5 million on cable a year, but accept few spots in return

By Rich Brown

The already difficult job of promoting a basic cable network on a broadcast network has just become even more difficult. ABC has decided to ban basic cable network advertising from its schedule, a move that has thrown off the marketing plans of at least one of the country's top cable networks. Along with that development, some cable marketers say national broadcast spot opportunities are not what they used to be.

ABC's surprise ban has put a "crimp" in marketing plans underway at USA Network, according to Andy Besch, senior vice president of marketing. The cable network is looking at running a national image campaign this year, the first the network has done in a number of years.

USA will likely try to get around the ban by buying on a spot basis, says Besch. But he adds that not all network affiliates are willing to accept basic cable network ads on a spot basis. And when a cable network is able to get a spot on an affiliate station, he says, the content restrictions make the ads "useless" from a tune-in standpoint.

"Quite honestly, it has just gotten more and more difficult year after year to buy spots," says Besch.

Despite the difficulties, the basic cable networks are still trying to find their way onto network affiliates. CNBC just announced plans to run local broadcast spot buys as part of its $20-million marketing plan (BROADCASTING, March 16). And the Family Channel is likely to resume its "Accentuate the Positive" viewer awareness campaign in the third quarter of this year.

It was the Family Channel's multimillion-dollar "Accentuate the Positive" campaign last year that might have prompted ABC to change its way of thinking on accepting ads from basic cable networks, according to Rick Busciglio, Family Channel vice president of marketing. The cable network had convinced ABC to take the ads last year on the basis that the broadcaster was already accepting ads from the premium cable networks, he says. The Family Channel spent about $2 million on regional and network time for the campaign, by far the greatest amount spent by a basic cable network on broadcast network TV last year. And the results were positive—the Family Channel had record viewership in the four months immediately following the initial run of the campaign in August and September of last year, says Busciglio.

According to Busciglio, everything went smoothly until the second leg of the campaign, when ABC executives caught a billboard on its morning network lineup last January reading something to the effect of "*Good Morning America*, brought to you by the Family Channel." ABC resumed its ban on advertiser-supported cable network ads less than two months later. (An ABC spokeswoman said there was no indication that the decision was brought on by any one instance.)

ABC now joins CBS in not accepting basic cable network advertising. NBC still accepts ads from advertiser-supported cable networks, although relatively few actually make it onto the network.

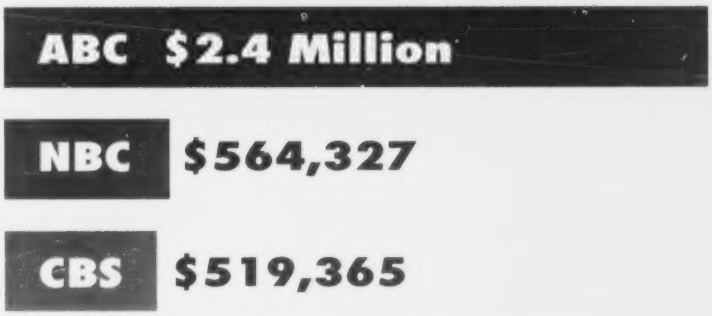
"I spent 25 years in charge of network television buying at McCann Erickson and BBDO, and it's a whole new world to me to go and say: 'Please, sir, will you take my money?' " says Busciglio.

Basic cable network marketing executives say that what is particularly frustrating to them is that the broadcast networks appear to be very receptive to advertising from the premium cable networks. Home Box Office spent about $30.6 million in advertising on the broadcast networks in 1991, according to Arbitron's Broadcast Advertisers Reports.

"I don't quite understand differenti-

BROADCAST NETWORK ADVERTISING

DOLLARS SPENT ON SIX TOP BASIC CABLE NETWORKS IN 1991



(NOTE: Includes only CNN, ESPN, Family, MTV, WTBS and USA. Figures based on Arbitron's Bar data.)

ating between a pay network and a basic network," says Besch. "They're getting 22 ratings on their movies, too."

But CBS marketing executive George Schweitzer says premium cable services are different because while they do compete for viewers, those services do not compete with CBS for advertising dollars. He adds that CBS's policy against running basic cable ads is dictated in part by its affiliates, many of which will not accept such ads on a spot basis.

The cable networks, on the other hand, are enjoying revenue from broadcast network advertising. According to Arbitron's BAR figures, the three broadcast networks in 1991 spent about $3.5 million on advertising on six of the nation's top basic cable networks—CNN, ESPN, Family Channel, MTV, WTBS(TV) Atlanta and USA (see chart).

No assessment would be complete without pointing out problems that have arisen among the basic cable networks themselves. Busciglio says that when the Family Channel was buying time for its image campaign last year, USA, Lifetime and The Nashville Network would not accept the advertising. And CNBC was said to have had difficulty finding any competing basic cable network to accept ads for its new image campaign. But cable marketers still direct most of their frustration toward broadcasters.

"It's unfortunate," says Besch. "We would love any way possible to communicate beyond the cable subscriber." ■

MSO TESTS SHARED EFFORTS BY ITS CLEVELAND MEDIA

Cablevision tries synergies between local system, all-sports radio and regional channel

By Rich Brown

Cablevision Systems Corporation in recent months has begun testing synergies between its fledgling all-sports radio station WKNR(AM) Cleveland and its other media properties in the market, a move that could lead to similar shared efforts in other cities around the country.

Cablevision's Cleveland efforts do not mark the first time a cable operator has benefited from owning a radio station in the same market. But the arrangement is unique in that it matches the all-sports radio format with a local Cablevision system as well as the company's strong network of regional cable sports channels. It is the first such synergistic effort for Cablevision, one of the nation's top MSO's.

Cablevision has invested a substantial amount of money in the setup by purchasing radio station WKNR(AM) for $2.5 million and pumping an additional $2.6 million into the station over the last year, according to information first mentioned in a Cablevision prospectus being underwritten by Merrill Lynch & Co. The station switched to all-sports in September 1991.

WKNR(AM) is already saving as much as $400,000 a year on promotional costs by advertising on company-owned SportsChannel Ohio, according to Jim Dolan, vice president, Cablevision. Arbitron ratings for the station's first book showed a 4.3, about three times what the station had attracted in the previous fall book.

"When a radio station sets out to promote itself in the Cleveland market, it gets to be an expensive venture," says Dolan. "This radio station can afford to promote itself on television 365 days a year. Having a synergy arrangement at no cost gives it an extra leg up in the marketplace."

In recent weeks, cross-promotional efforts have included two-minute segments on WKNR that promote the local cable programing lineup. The station has also aired frequent spots promoting pay-per-view boxing and SportsChannel sporting events.

Dolan says there are no immediate plans to expand the concept to other markets. "We're sort of in a let's-see-how-it-goes-with-this-one stage," he says. ■

Thom McKinney, president and CEO of the Cabletelevision Advertising Bureau, received the National Association of Minorities in Cable's award of distinction for outstanding leadership in cable last week at a dinner in Washington. Presenting the plaque to McKinney is D.C. chapter President Tallulah Anderson.

UNPREDICTABLE CABLE BUYS

Local cable spot buys are more flexible and efficient than before but are still unpredictable in terms of representation, trafficking and billing and are largely an unknown in terms of effectiveness, according to a just-released analysis by D'Arcy Masius Benton & Bowles.

DMB&B research found that one persistent problem in local cable continues to be the difficulty in finding systems that are exclusively represented by one firm. Another nagging problem remains the difficulty that many cable systems have in trafficking requests. The agency also found that in reviewing sales data in markets with and without cable advertising, they were unable to determine the success of the cable buy.

The agency shared its findings following a major local cable buy in which it bought time in 23 markets with above-average cable penetration making up about 10% of U.S. TV households.

DMB&B's Sharron Lalik said the agency annually spends more than $300 million in spot broadcast. She would not provide a comparative figure for spot cable, although she said the agency constantly "delves" into the category. ■

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ $1,075,000 □ 4

FM's □ $1,747,000 □ 3

AM-FM's □ $1,711,363 □ 3

TV's □ $375,000 □ 1

Total □ $4,908,363 □ 11

1992 to Date:

AM's □ $10,457,601 □ 30

FM's □ $44,392,046 □ 50

AM-FM's □ $29,898,589 □ 21

TV's □ $26,185,000 □ 9

Total □ $110,933,236 □ 110

For 1991 total see Jan. 27, 1992 BROADCASTING.

tian T.V. for $380,000 ("Changing Hands," June 3, 1991) was not approved, buyer withdrew application. **Seller** is headed by George W. Dodds, and has no other broadcast interests. **Buyer** is headed by Johnny Gomez, and has no other broadcast interests. WGGH has Christian format on 1150 khz with 5 kw day.

WOCD(TV) Amsterdam (Albany-Schenectady-Troy), N.Y. □ Sold by Amsterdam Broadcasting Inc. to Cornerstone Television Inc. for $375,000 cash. **Seller** is headed by Lou Kearn, and is subsidiary of Coit Drapery and Cleaning Inc., licensee of KRKY(AM)-KRKM(FM) Granby-Kremmling, Colo. **Buyer** is headed by R. Russell Bixler, and owns WPCB-TV Greensburg, WKBS-TV Altoona and LPTV W50BF Hermitage, all Pennsylvania. WOCD is independent on ch. 55 with 5,000 kw visual, 500 kw aural and antenna 731 feet above average terrain.

WCNT(AM) Charlotte, N.C. □ Sold by Broadcast Equities Inc. to Charlotte Good Music Broadcasting Inc. for $310,000. Terms: $10,000 escrow deposit, $90,000 cash at closing and $210,000 six-year interest-bearing note. **Seller** is headed by Randy Bell, and has no other broadcast interests. **Buyer** is headed by George S. Buck, son of George H. Buck, who has interests in eight AM's and one FM; he recently purchased WKXC-FM Aiken (Augusta, Ga.), S.C.; WTIX(AM) New Orleans and WYRS(AM) Rock Hill, S.C. ("Changing Hands," March 2). WCNT has news-talk format on 1480 khz with 5 kw.

KSLD(AM)-KAZO(FM) Soldotna, Alaska □ License (KSLD) and CP (KAZO) sold by King Communications to Cobb Communications Inc. for $305,204, assumption of debt. **Seller** is headed by Salley Blakeley, and has no other broadcast interests. **Buyer** is headed by Thomas C. Tierney, and has no other broadcast interests. KSLD is fulltimer with AC format on 1140 khz with 10 kw. KAZO is allocated to 96.5 mhz with 10 kw and antenna 79 feet above average terrain.

WDNY(AM) Dansville, N.Y. □ Sold by C.T.B. Communications Inc. to Dan-Way-Coa Broadcasting Co. Inc. for $290,000 cash, of which $170,000 is for 10-year noncompete covenant. **Seller** is headed by Charles Barthold, and has no other broadcast interests. **Buyer** is headed by Thomas P. Wamp, and is also licensee of WACZ(FM) Dansville, N.Y. Vice president David Mance owns 45% of licensee of WCDO-AM-FM Sidney, 55% owner of licensee of WATN(AM)-WTOJ(FM) Watertown-Carthage and 24.5% owner of licensee of WLKC(FM) Henderson, all New York, and is 33.3% owner of licensee of WZOS(FM) Oswego, N.Y., which is being sold (see "For the Record," March 16). WDNY is fulltimer with AC, talk format on 1400 khz with 1 kw.

KXPO-AM-FM Grafton, N.D. □ Sold between partners of licensee KGPC Co. for $280,522 ($263,522 in assumption of debt). **Sellers** are Marlin T. Obie, Robert M. Obie and Randy J. Obie, selling (collectively) their 50% of station. Robert M. Obie owns KRWB(AM) Roseau, Minn. **Buyers** are Delhart D. and Judith F. Nygard, husband and wife. Delhart Nygard is 50% voting shareholder in KZZJ(AM) Rugby, N.D. KXPO(AM) is fulltimer with country format on 1340 khz with 1 kw. KXPO-FM has country format on 100.9 mhz with 3 kw and antenna 125 feet above average terrain.

WQRL(FM) Benton, Ill. □ CP sold by Lanmar Broadcasting Inc. to Dana Communications Corp. for $250,000. **Seller** is headed by Thomas S. Land; he and vice president David H. Land have interests in WFIW-AM-FM Fairfield, Ill. **Buyer** is headed by Dana R. Withers, who has interests in licensee of KAVU-TV Victoria, Tex., and in permittee of WQHC(FM) Nashville, Ill. WQRL has AC format on 106.3 mhz with 3 kw and antenna 300 feet above average terrain.

SOLD!

WZCR-FM, Ft. Myers Beach, Florida, from **Gerard A., McHale, Jr.**, Receiver to **John R. Linn** for $1,550,000.

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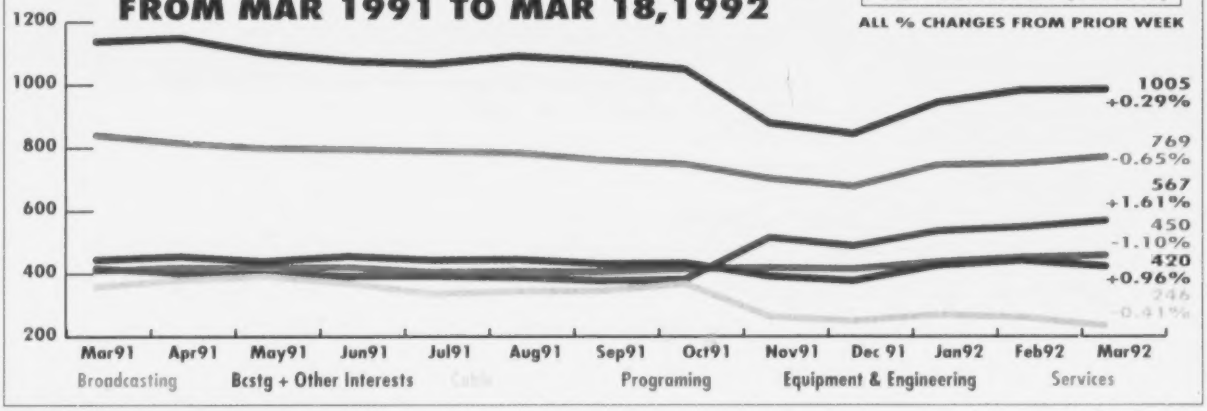
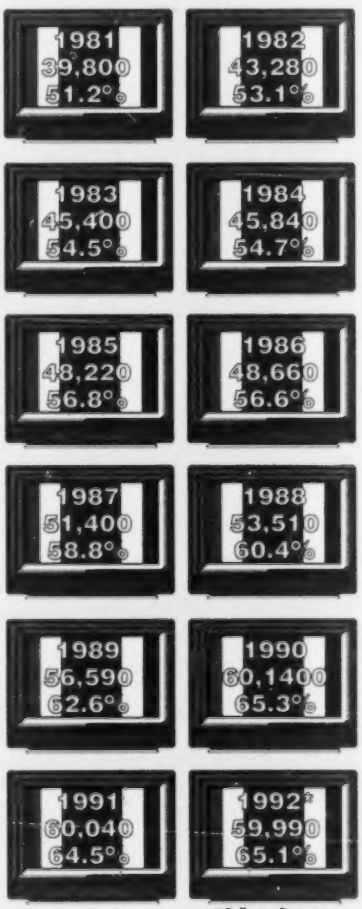
Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM MAR 1991 TO MAR 18,1992

NASDAQ: 624.94 (+1.26%)
S&P Ind.: 487.39 (+1.40%)
ALL % CHANGES FROM PRIOR WEEK



MULTI-SET HOUSEHOLD GROWTH (add 000) 1981-1992



* Reflects adjustments to conform to the 1990 census.

Source: Television Bureau of Advertising

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,984	232	5,216
Commercial FM	4,605	1,010	5,615
Educational FM	1,518	320	1,838
Total Radio	**11,107**	**1,562**	**12,669**
Commercial VHF TV	557	15	572
Commercial UHF TV	581	168	749
Educational VHF TV	123	5	128
Educational UHF TV	234	9	243
Total TV	**1,495**	**197**	**1,692**
VHF LPTV	438	154	592
UHF LPTV	772	859	1,631
Total LPTV	**1,210**	**1,013**	**2,223**
FM translators	1,884	358	2,242
VHF translators	2,517	74	2,591
UHF translators	2,316	386	2,702

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2]Instructional TV fixed service. [3]Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

ATAS COLLEGIATE WINNERS

The Academy of Television Arts & Sciences held its 13th Annual College Television Awards presentation and banquet at the Beverly Hilton Hotel on March 15. Emmy Award-winning producer-director-writer Garry Marshall (right) served as master of ceremonies. He is shown with the first place winners (right-left): David Mackay, University of Southern California; Ann F. Kim, University of Southern California; Stephen M. Wessells, Stanford University; Beth Collier, University of Central Florida; Skip Martin, Florida State University, and Cheng Long, Temple University.

A record 397 entries were judged by 157 ATAS members.

TECHNOLOGY

R. James Kelso, field technical coordinator, Cox Cable Communications, Atlanta, named technical operations manager, advertising sales.

Sidney Rivenbank, former sales representative, Professional Products, Bethesda, Md., joins JVC Professional Products Co., Norcross, Ga., as sales representative.

Andy Delle, from Varitel, rejoins The Post Group, Hollywood, as VP, engineering.

Frank Morgan, VP, marketing, MCL/Inc., Bolingbrook, Ill., named CEO. **Ron Adamson,** director of domestic commercial products, MCL/Inc., named VP, sales and marketing.

PROMOTION AND PR

Patrick Harrison, from Frederick & Nelson, joins KMTT(FM) Seattle as promotions director.

ALLIED FIELDS

ABC News picked up three honors in *Washington Journalism Review*'s Reader Poll: **Peter Jennings,** best evening news anchor; **Brit Hume,** best White House correspondent; **Jeff Greenfield,** best critic of the news media, and *Nightline,* best TV news interview/discussion program. Other radio-TV winners: **Peter Arnett,** CNN, best foreign correspondent; **Katherine Couric,** NBC's *Today,* best morning news anchor/host, and **Charles Osgood,** CBS, best radio reporter.

Marc B. Nathanson, chairman, Falcon Cable TV, Los Angeles, elected to board of directors of National Cable Television Association.

DEATHS

Harrington Silva, 36, from Worldvision Enterprises, and his wife, **Suzanne Silva,** 28, died in automobile accident March 11 in Santa Monica, Calif. Harrington Silva joined Worldvision, New York, in 1980 as manager, international sales administration. He relocated to Los Angeles in 1984 when he was appointed to his most recent position, director of sales, Latin America. He is survived by two daughters, Suzette and Danica; his parents; three sisters and two brothers. Suzanne Silva was president of Trendar Inc., an international TV production and distribution company. She is survived by her parents, sister and brother. In lieu of flowers, donations may be sent to: Russell Whelcel, Harrington and Suzanne Silva Memorial Fund, NATPE Education Foundation, 10100 Santa Monica Blvd., Los Angeles 90067.

Tony Graham, 59, former broadcaster, Westinghouse Broadcasting Corp., died of colon cancer in New York March 13. Graham started career as air personality in West Virginia, and joined Westinghouse station KDKA(AM) Pittsburgh. He was elevated to program manager, with later stints at co-owned station in Los Angeles and Boston. In 1970 he was appointed national program manager for Westinghouse. He left broadcasting in 1973 to pursue career in graphic arts. He is survived by two sisters.

Louis Joseph Ripa, 81, owner and operator of KNBA(AM) Vallejo, Calif., died after lengthy illness Feb. 20 there. Ripa acquired radio station in early 1960's. He is survived by sister, Maria, and brother, Samuel, both of Holyoke, Mass.

Helen Deutsch, 85, writer, died in New York March 15. TV credits include *Jack and the Beanstalk* and *The General Motors 50th Anniversary Show.*

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

Broadcasting (ISSN 0007-2028) (GST #123397457) is published weekly with one additional special issue in January by The Cahners Publishing Co. (subscription includes all issues). Cahners Publishing Co., at 475 Park Ave. South, New York, NY 10016, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630. Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President, John J. Beni, Senior Vice President/General Manager, Neil Perlman, Senior Vice President/Group Publisher, Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production & Manufacturing; Ralph Knupp, Vice President/Human Resources; Neal Vitale, Vice President/Consumer Publishing. Second-class postage paid at New York, NY 10199 and additional mailing offices. Postmaster, please send address corrections to *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. *Broadcasting* copyright 1992 by Reed Publishing USA, Robert L. Krakoff, Chairman/Chief Executive Officer. Annual subscription rates: USA, $85; Canada, $129 (includes GST); Foreign Air, $300; Foreign Surface, $149. Single copies are $2.95, special issues, $4.50. Please address all subscription mail to *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. *Broadcasting* is a registered trademark of Reed Properties, Inc., used under license. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600).

In one of the bitterest contests in memory, **John Quinn,** WJDM(AM) Elizabeth, N.J., last week **defeated Bill O'Shaughnessy** WVOX(AM)-WRTN(FM) New Rochelle, N.Y., **in a runoff for district 2 of the NAB radio board.** Quinn reportedly won the seat by just five votes, 92-87. The outspoken O'Shaughnessy, who had earlier served on the board, said he was "alright with the result. At least [the board] is going to have shorter meetings." Other radio runoff winners: T. David Luther, WBTM(AM)-WAKG(FM) Danville, Va., district 4; Raymond Saadi, KHOM(AM)-KTIB(FM) Houma, La., district 8, and J.D. Freeman, KMLE(FM) Phoenix, district 22. The NAB also announced winners of the TV board elections: Ralph W. Gabbard of WKYT-TV Lexington, Ky.; Kenneth L. Hatch, KIRO-TV Seattle; Amy McCombs, KRON-TV San Francisco; Harry J. Pappas, Pappas Telecasting, Visalia, Calif.; Tom Reiff, H&C Communications, Houston, and John C. Siegel, KBHK-TV San Francisco. McCombs, Pappas and Siegel were incumbents.

Virtually assuring the continued dominance of its Thursday night lineup, **NBC has renewed *Cheers* for an 11th season.** All of the current cast is expected to return for the 1992-93 season. Finishing this season as the fourth-highest-rated series, *Cheers* is averaging a 17.8 rating/27 share in winning its 9-9:30 time period. Following an industry-wide trend, NBC has reportedly rolled back its license fee to Paramount by about 10% from the current level. Joining *Cheers* in the renewal column is ***The Fresh Prince of Bel Air***, which will return for its third season. *Prince* is the highest-rated comedy among teens and is second overall among teens behind Fox's *Beverly Hills, 90210*. The two renewed series join *Blossom*, *Law & Order*, *Seinfeld* and *Wings* as NBC shows already renewed for next season.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending March 8. Numbers represent aggregate rating average/stations/% coverage.)

1. Wheel Of Fortune	14.8/234/96
2. Jeopardy!	13.3/214/96
3. Star Trek	13.2/244/96
4. Oprah Winfrey Show	12.8/225/99
5. Entertainment Tonight	8.4/167/96
6. Married...With Children	8.4/176/97
7. Current Affair	8.1/173/94
8. Wheel Of Fortune-wknd	7.9/191/93
9. Cosby Show	7.2/207/96
9. Donahue	7.2/223/96
11. Inside Edition	6.6/132/89
11. WKRP In Cincinnati	6.6/237/93
13. Sally Jessy Raphael	6.2/206/97
14. Hard Copy	6.0/171/92
15. Entertainment Tonight-wknd	5.3/188/96

Upcoming schedule changes include *The Royal Family* returning to the CBS lineup on Wednesday at 8, and NBC debuting ***The Fifth Corner*** on Friday at 10-11. The CBS change is effective April 8 with ***Davis Rules*** moving to 8:30 Wednesday and ***Brooklyn Bridge*** going on hiatus but scheduled to return in mid-April. NBC pulls ***Nightmare Cafe*** from its Friday lineup to make room for the action hour *The Fifth Corner*. *Brooklyn Bridge* will move to the Monday 8:30-9 slot for two weeks, April 13 and 20, with ***Major Dad*** going on brief hiatus.

With clearances covering more than 70% of the country, **Group W will roll out *Vicki!*** for the fall, the company announced last week. Top-three market clearances include WPIX New York, KCAL Los Angeles and WMAQ-TV Chicago. The hour strip talk show features former *Carol Burnett Show* alum Vicki Lawrence.

A federal judge in Philadelphia ruled that a company may sue Westinghouse Broadcasting for lost profits because its commercial did not run on a specified date. In a decision last week, Judge William

TAUZIN INTRODUCES PROGRAM-ACCESS BILL

House Telecommunications Subcommittee member Billy Tauzin (D-La.) introduced what he claimed to be the toughest program-access legislation in Congress last week. The Cable Competition Act of 1992 "goes far beyond the Senate bill" (S. 12), Tauzin said.

Program-access provisions have been introduced in other pending House legislation, but the new bill adds more anti-discrimination provisions designed to insure that wireless cable, direct broadcast satellite and other emerging video transmission systems have access to current cable programing. Tauzin said the new bill was offered "with the notion of setting the tone of this cable legislation debate." The subcommittee is expected to mark up a cable bill in the near future.

One of the bill's cosponsors, Jim Cooper (D-Tenn.), said the House should build on the momentum of the Senate's 73-18 passage of the cable bill. "You cannot hope to have real competition in the marketplace without access to programing," Cooper said. Rick Boucher (D-Va.) and Claude Harris (D-Ala.) are also original cosponsors.

"The bill would have the effect of imposing comprehensive regulation on all cable program distribution agreements," National Cable Television Association President James Mooney said. "All sorts of curious ships sail under the flag of 'procompetition.' This is one of the most curious," Mooney said. –BRS